

SPENDURET HABITS SEAR TOO PROMINENT IN BUILDING ROADS

American Highway Association Advocates Appropriation On Basis of Valuations—Roads Should Be Built for Actual Needs Rather Than for Show—Expert Advice On Costs Needed.

From the American Highway Association.

BUYING good roads is a business transaction. Good bargainers get better road value for their money than poor bargainers. Poor bargainers usually do not know what good road value is. They see something they like in their travels and buy it for home use without stopping to consider that this may be as ridiculous as to put on a dress suit to feed the cows.

No man can make a good bargain for roads who does not know what is needed; yet a large part of the \$300,000,000 which is being spent on American roads this year is paid out by men who do not know what is a good bargain in roads. This is not wholly their fault, for little has ever been said about the real economics of road construction.

Nobody but a spendthrift thinks of spending more money than he has on something he needs. He fits his expenditures to his income, if he is sensible. A sensible man knows that to do the same, but it is often hampered by a lack of knowledge of how to proceed. Detailed knowledge of this nature is one of the things which a man, keen insight, and shrewd judgment, and for this reason a competent highway engineer, possessing such knowledge can render great aid to local authorities who apply to him for advice.

Wise Expenditures.

The first thing to be considered in buying good roads is the amount of money which it is wise for a community to spend for them. Most estimates of this nature are based on the existing annual tax receipts available for the purpose. This is not the best basis for a sound judgment, for the family of three persons can make an income of \$1000 or further than a family of six persons. It is the same with roads. To find out roughly how much money can be devoted to road work it is best to divide the assessed valuation of the district by the miles of road in it.

This gives the valuation, or taxable wealth, of the district per mile of road. For instance, Lake county, Mich., has a valuation of only \$249 per mile, showing that not even the entire wealth of the county is sufficient to improve all its roads. Wayne county, Mich., has on the other hand, has a valuation of \$214.931 per mile, including its financial ability to carry out any kind of road improvement in reason. In a rich agricultural district like Calhoun county, Michigan, the valuation is \$22,294 per mile, indicating that it is financially able to construct whatever kind of main roads may be best suited for the travel on them.

Valuation Per Mile.

We look with pity on the young sales woman who spends all her money on clothes she does not need, which do not make her attractive to the clear thinking and thrifty young men of her acquaintance. We deplore the mortgagee who puts on his home to buy an automobile unnecessary for the welfare

Gross Revenue In 1915 From Autos Nearly 19 Million

An interesting circular has been issued by the department of agriculture, giving statistics on motor driven vehicles and the revenue from them for road building.

In 1915 the total registration in the United States of automobiles, motorcycles and motor trucks was 1,644,592, with a gross revenue from licenses of \$18,245,713.99.

Of this amount \$11,556,154.26 was available for road work under the direct supervision of state highway departments, and \$6,689,559.73 under the direction of local authorities.

The average gross return per motor car was highest in Vermont, \$18.16, and lowest in Minnesota, \$1.72. In Illinois the average return per car was \$2.11, and the total in Illinois, \$524,905.74. In 42 states of the union, all, or the major part, of such revenues must be used for the construction, improvement or maintenance of public roads. Registrations in 1915 will of course far exceed those of 1915, and revenues for road work will be correspondingly increased.

Motor traffic is hard on roads, and it is entirely proper that motor driven vehicles should bear a substantial and direct tax for road improvement. It is only just that those who use public property most should contribute most toward its upkeep.

FADS AND FANCIES FOR MOTORISTS

Novelties in Hats, Wraps and Accessories Designed For Use in Automobile.

Attractive suits for motorists are made of suede cloth. The material is soft and pliable as a glove, light and very warm. One suit made of leaf green suede cloth is particularly attractive on account of its molten trimmings. The skirt is of medium fullness, with a four inch band of the fur around the bottom. The coat is a full length type, with a monk's collar and deep cuffs of the fur. The buttons finish the front of the coat and are also used for the skirt, which confines the crepe skirt of the same shade of green as the dress material. The hat worn with the suit is a green felt tricorne. A fur button holds the turned up brim at the right side, while a gray fancy mousetail with a fur button at the left.

Woolly-ratine is a material popular for traveling garments for small travelers. It is used for the coat, cap and muff, all of which are lined with rose-colored silk. The cap and muff have pom-pom ornaments made of the cloth and white silk cord. Cord frogs are used to fasten the coat and a satin ribbon sash and ties finish the cap.

Bronze velvet de laines is used in one of the smartest suits of the season. It is made with the full skirt gathered into a semi fitted waist; a wide fur collar. This can only be worn with silk cord trimmings finished the waist. A square inset yoke of the fur, with a military collar, is ornamented with the cord trimmings. Two military ornaments fasten the coat across the front and fur cuffs finish the sleeves. Seal fur is used.

Mane beaver leather bags are fashionable. They are fitted with toilet articles of cloudy amber and the lining is of mauve moire silk. The bags are fitted with vacuum mirrors that can be fastened to a window or any woodwork.

Another welcome revival is that of the Austrian blanket coat. It is very light and soft and the colors and designs are in vogue. The coat is of three-quarter length and has a giraffe belt and a high convertible collar.

French sailors' blouses' flash among the smart new autumn hats. They are simply trimmed with wide bands of silk ribbon, each about three inches wide and form flat brims that lie upon the crown turned brims that lie upon the crown turned brims that lie upon the crown.

WOULD TIGHTEN UP AUTO RACES

(Continued From Previous Page.)

see competition. Give them that competition and they will continue to go. Take away that competition and you may have the worst of the worst. The world, but the public will not go. Uncertainty as to the winner is the state of insurance. The winners are the grandstand. The winners are the grandstand. The winners are the grandstand.

Performance Best Basis.

The season championship in this year being robbed of much of its value through failure in competition. Next year a handicap factor injected into it would have a good influence. One or two of the speedways this year should have a great national handicap race. The various drivers could be handicapped on their performances of this season. Performance is the best basis of handicap. Such a grand handicap, preferably on the Chicago speedway, would be a grand handicap to the season's race and should be a most interesting race.

Perhaps the managements of the various speedways may not take kindly to such a plan; perhaps drivers with an eye on the prize money may not assent, but how about the spectators?—Motor Age.

STUDEBAKER SALES SHOW A WONDERFUL INCREASE

For the first eight months of 1916, ending August 31, sales of Studebaker cars exceeded the record for the entire year of 1915, according to figures just announced by the Studebaker corporation. In number of cars, 48,726 Studebakers were sold from January 1 to August 31 of this year, as compared with 47,010 for the whole of last year, a gain of 1,716.

At the present rate, 1916 sales will be 54,400, a record for the year 1915, or 7,312 cars this year compared with 47,040 last year, a gain of 2,608. As a matter of fact, however, the balance in favor of 1916 over 1915 will be greater than the estimate just given, for the Studebaker output is being steadily increased and the sales for the last four months of the year promise to be larger, in proportion, than for the first eight months of the year.

Auto Advertising In Herald Brings Direct Results To Hoagland

Paul H. Hoagland, the only exclusive used car dealer in El Paso, is a strong believer in the value of advertising. Mr. Hoagland has been a regular advertiser in the "Herald" columns for the El Paso Herald ever since he opened his establishment and he attributes much of the success of his business to his advertising.

"I am also finding fine results from our display advertisements in the automobile section of the Week-End Herald," said Mr. Hoagland. "I have been able to trace directly from two to five sales each week to these advertisements. Of course, we are offering real bargains, but even that won't sell the cars unless we can reach the right kind of customer. The El Paso Herald certainly reaches the class of people who buy automobiles."

Mr. Hoagland reports that business is "fine" and states that the demand for the Savage type of cars shows considerable improvement. He is finding it very difficult to get enough light cars to satisfy the demand.

CAREFUL USE OF BRAKE MAKES YOUR TIRE LAST

To get maximum tire mileage, be careful with your brake. According to E. M. Dunning, of the Motor Car Supply company, local distributors for Savage tires, some motorists do not consider the thing that way, so probably a better way of saying it is: "Be careful with your brake if you wish to keep down tire costs."

"Every time you jam on your brake you directly affect your pocketbook," said Mr. Dunning. "There are, of course, emergencies when it is absolutely necessary to slow down or come to a full stop in the shortest possible time. Tire costs are due to be considered in these emergencies, but such occasions can be greatly lessened, if not all together avoided, by a careful use of the brake."

You cannot look the wheels on your car when traveling at any speed without seriously damaging your tires. When wheels are locked the tires are slid over the road. Tread surfaces are often scraped—nearly always—if the road surface be rough. The result is a permanent weak spot, which in all probability will lead to the premature destruction of the tire.

"There is quite a knack in braking—as a matter of fact, a car can be stopped just as soon, if not more quickly, when the wheels are not locked, as when they are—anyway, slowing up before the corners and rough places is a lot better than paying repair bills or buying new tires afterward."

The massive, rugged treads on Savage tires stand a lot of abuse and give good service under the most severe conditions, but drivers should remember that our tires give good service, not because of this abuse, but in spite of it, and every good tire, whether it be Savage or not, will give better service and more and cheaper mileage if among other things the driver will use care in applying the brakes."

NEW RECORD WILL BE SET BY 1917 TIRE DEMAND

Careful estimates of the probable demand for tires next year have led to the conclusion that the total requirement for equipment will be not far from 22,500,000 tires. This is on the usual basis of five tires to the average car, and the demand for automobile production next year, tire experts figure, will approach 1,000,000 cars, although estimates were at first conservative. The total consumption of tires during the current year, it is believed, will total between 17,000,000 and 18,000,000.

BATTERIES NEED SUPPLY OF WATER AT ALL TIMES

It. H. Hayes, of the Western Battery and Magneto company, claims that water is just as essential for battery health as for the health of a human body.

"This is especially true in hot summer weather," he says. "Neglecting to keep the battery filled with pure distilled water will shorten its life quicker than anything else."

The solution, Hayes says, is to keep the battery constantly evaporating. If its level is permitted to reach a point below the tops of the plates, the upper portion is left exposed to the air and useless as far as furnishing electrical energy is concerned.

Overheating is one of the most common battery evils, and it pays to be careful. While you cannot see the damage that is being done to your battery plates, it is going on nevertheless, and results in considerable expense later.

In hot weather a person needs plenty of pure water to keep him in good physical condition. It is just the same with a battery. Pure water has a cooling and refreshing effect, and by keeping your battery filled at regular intervals, you can avoid a battery doctor bill.

SAYS EL PASO MOTORISTS DEMAND THE VERY BEST

D. C. Booth, manager of the Quick Tire service, declares that El Paso motorists want nothing but the very best in the way of tires. When a man gets a car he wants a regular tread, and he is willing to concede a few things to get just what he wants," said Mr. Booth.

We carry a complete line of United States tires. In the regular tread, continued the tire man, "but when the Royal coals were introduced, we did not anticipate that there would be an unusually heavy demand for this tire and we were caught, rather short for a time."

The durability of this tire was shown in the recent record round trip run between San Francisco and New York when Ralph Mulford and other drivers used Royal tires. Some new time records were made on this trip and reported no tire trouble of any kind.

"That settled it for the doubters. There was no putting in after Royal cords. Well, I'm ready for them now. We have stocked up with as complete a line of cords as we carry on the fabric tires, so let 'em pour."

CADILLAC MOVES TO ITS NEW BUILDING

The Cadillac Sales company will move to its new building at Montana and Florence streets on Monday. The carpenters have not finished their work and manager Henry expects that it will be the end of next week before he gets really settled in his new quarters.

There will be no formal opening at the present time, due to the fact that the auto show opens next Saturday, but Mr. Henry's plans for an opening reception to be held after the show.

HEAT STOPS LEAKS IN THE CARBURETOR

Leaking carburetors are common. In a great many cases after the motor is stopped, gasoline will drip out a few drops. Sometimes this amounts only to a few drops, but it is a waste of money. If the leak is due to condensation, the heavy grade of gas now in common use makes it necessary to apply an abundance of heat in order to eliminate condensation after the motor is stopped. The way to overcome this is to get heat to the carburetor.

SAVAGE TIRE COMPANY INCREASES ITS PLANT

The latest addition to the group of buildings occupied by the Savage Tire company, of San Diego, Cal., is a warehouse of brick and steel construction, which is now being erected on ground adjoining that occupied by the present buildings.

The new warehouse is on the tracks of the San Diego & Arizona railroad. All carload lot shipments will be handled from this warehouse. The demand for Savage tires and granitite tubes, especially from eastern points, has become so great that the need of the new warehouse was imperative. It will greatly facilitate the handling of heavy shipments.

The Savage Tire company will continue to use its former warehouse, which is one of the most modern and complete of its kind in the world. The old warehouse is practically light proof and is so arranged that the temperature and the humidity can be kept at practically the same points constantly. It is ideal for the proper aging of tires and all finished tires and tubes will be stored here for a period of 60 days for aging, as formerly.

BIG ADDITION TO THE MARKER & YONGE SHOPS

A big addition to the shops of the "Ford doctors," Marker & Yonge, was completed this week and the floor space of that enterprising concern has been doubled.

The rapid increase of business, both in repairs and in accessories, necessitated more room," said Roy Yonge, "and we had to have the addition built. We want more room, anyway, to properly display the American truck attachments and the Ames commercial bodies, of which we hope to have a full line by the end of next week."

TRUCK CARRIES LOAD OF MILK ACROSS COUNTRY

Driving a G. M. C. truck, equipped with Goodrich truck tires, and loaded with one ton of condensed milk, William Werwick, accompanied by his wife and daughter, is covering the road from Seattle to New York. The trip is in the nature of a road test of the "Seving quality" of the evaporated milk under the unusual conditions of the journey.

The trip is being made under the auspices of the Seattle chamber of commerce, and the cargo of milk, which is to be delivered to a New York company, typifies one of the chief products of the Pacific coast.

"We have certainly had all kinds of experience on all kinds of weather," said Werwick on his arrival in Chicago, before setting out on the last leg of his transcontinental trip. "We have been in scoundrels, frozen out and burnt out. We have traveled over the National Parks highway, and this is the first time a motor truck has gone through eastern Montana, South Dakota and western Minnesota. It is a good trip, and we were in the midst of ice and snow. But make it all the way around. It is a pleasant trip, and after delivering my cargo in New York, I intend to drive the same truck over the same route back to Seattle."

SETS RECORD FOR RUN THROUGH THE ROCKIES

From Vancouver to Winnipeg was the first accomplished for the first time by motor car. When H. W. White of the Vancouver city, recently made the trip and won the gold trophy offered by the Vancouver Automobile club.

The car in which Mr. White achieved the feat was a 1916 Cadillac. It was accompanied by his wife and daughter. The total distance traveled was 1758 1/2 miles, of which 191 1/2 between Vancouver and Calgary was made in 6 1/2 hours actual running time—nearly 18 1/2 miles an hour. A very good record in view of the road conditions.



On the Right Track

The car owner who puts his storage battery in charge of a Willard expert travels the smoothest road to satisfaction.

Western Battery & Magneto Co.

Automobile Electricians
314 East Boulevard. EL PASO.

Free inspection of any battery at any time

50⁸/₁₀ Per Cent

Will Have No Other Car

Hupmobile Owners who have discarded higher priced cars 24¹/₁₀%
11,000 Owners vote Hupmobile efficiency 99%

THE BUSINESS that endures is the sound, strong business, whose customers keep on coming back. Judged by that high standard, the Hupmobile shows a record that few, if any, can rival.

Figures just compiled from our service station statistics prove that it is unique in the number of those who repeat their orders from year to year.

No Other Car At Any Price

It is part of Hupmobile policy to keep in close contact with owners by our intensive system of service. This gives us invaluable information from a dozen different angles. Our fingers are on the pulse of public opinion. We know what people want, and how they are pleased.

If we have earned even a trifle, a danger signal is flashed to us from all parts of the country.

Incidentally, repeat sales tell us how many of our owners cannot be won away by any other car at any other price.

What They Get In Performance

In high gear work, they see their Hupmobiles outdoing cars that have more cylinders, or cost more money.

In pulling power and quick getaway, they see nothing under another name that they do not have.

In flexibility, they find themselves relieved of gear-shifting to an amazing extent. In smooth, steady motor action—in the effortless development of power, the swift response to the throttle—they believe they have the motor car maximum.

In the Hupmobile service system, they know they are getting more than any other car offers: expert inspection, adjustment and care each month for eight months by trained Hupmobile experts at Hupmobile service stations. A service they pay for with coupons which we supply free of cost. So they are content, this 50 per cent, to stake their preference on the Hupmobile.



Hupmobile



New Series Saxon "Six"



With its many added attractions will be here for your inspection about the end of next week.

With a new body, more room, wider doors, softer and deeper seats, body lines of the latest design and a beautiful finish of lasting lustre, the new Saxon "Six" establishes a new value among "light six" automobiles.

The new car has 12-inch brakes, 41-1-2 inch full cantilever type rear spring, improvements in the motor which give an even greater smoothness and flexibility than heretofore, and a tilted windshield which eliminates all glare.

There are new types of fenders, a new style top with Grecian rear bow, and the instruments are mounted in a plate on the cowl dash.

The new design carburetor gives greater efficiency and easier starting. In short, the new series Saxon "Six" sets new standards of

Service
Economy
Efficiency

The new Saxon "Four" roadster has many new features—new style body, bigger, roomier and more completely comfortable; electric starter and lights; new type of carburetor; demountable rims with 30 by 3 inch Goodyear tires.

DEALERS all over the southwest should get in touch with us immediately. MOTORISTS and would-be motorists should make it a point to visit our show rooms when in town for the exposition.

EL PASO AUTO SALES COMPANY

SOUTHWESTERN DISTRIBUTORS
PHONE 6666. 114-116 NORTH KANSAS ST.